



NEWS RELEASE

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FOR IMMEDIATE RELEASE

ELECTRONICS RECYCLING TASK FORCE NETS INNOVATION HONORS *Colorado Governor's Office of Energy Management and Conservation Receives Award*

Denver, CO – Colorado Recycles, the statewide recycling education organization, named the Colorado Governor's Office of Energy Management and Conservation as the winner of its Recycler of the Year Innovator award. The honors recognize innovation and community involvement in promoting recycling.

The Governor's Office of Energy Management and Conservation was chosen as this year's innovator after its overwhelming success in the recycling of computing gear after it established its own Computer and Electronics Recycling Task force. The task force was formed to stem the flow of hazardous chemicals that come from electronic equipment from landing in the state's landfills and eventually contaminating ground water.

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Sponsoring 15 one-day computer collection events across the state, over a four-month period the task force collected 357,216 pounds of unwanted electronic gadgets and accessories for recycling or re-use by charitable organizations. A total of 1,000 households and 200 small businesses and local governments participated in the events, the OEMC estimates.

The events were operated by partnerships between local governments, businesses and recycling advocacy groups, the OEMC supported each event with promotional and public outreach activities including press releases, flyers and advertising. In addition, the Computer and Electronics Recycling Task Force and OEMC held collection event training sessions to ensure the events went smoothly.

"The Governor's Office of Energy Management and Conservation's efforts to help communities put together these electronics-recycling events is an outstanding way to get Coloradans to think of recycling as a voluntary, local activity," said Colorado Recycles Executive Director Dick Brown. "This year's award winners show that voluntary recycling works, and that businesses and communities are innovating."

Since 1983, Colorado Recycles has been the premiere organization dedicated to the promotion of voluntary recycling activities throughout the state of Colorado. Our mission, and our commitment, is to provide the leadership necessary to develop successful programs to educate the public about recycling, waste prevention and reduction, and other related issues. For more information on Colorado Recycles or the Recycler of the Year program, please see our Web site at www.colorado-recycles.org.

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